## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

Client No. 52579		
The Assignee hereby revokes all previous powers o CFR 3.73(b).	of attorney given in the applica	ation identified in the attached statement under 37
The Assignee hereby appoints		
BARNES & THORNBURG LLP, Customer Num	mber: 2364	44
as attorney(s) or agent(s) to represent the undersigned before the United Sates Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).		
Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:		
The address with the Customer Number:	23644	
OR		
Firm or Individual Name		
Address		
City	State	Zip
Country		
Telephone		Fax
Assignee Name and Address:		
ARBITRON INC.		
9705 Patuxent Woods Drive		
Columbia, MD 21046-1572		
A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.		
SIGNATURE of Assignee of Record  The individual whose signature and title is supplied below is authorized to act on behalf of the assignee		
Signature		Date 0/(7/2010
Name James Derry		Telephone 410-312-8000
Title Associate General Counsel & Chief Intellectual Property Officer, Legal & Business Affairs		